

Message Text

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FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC PRIORITY 974

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E.O. 11652: N/A

TAGS: OEXC, UY

SUBJ: ELIOT FELD BALLET

REF: STATE 056582, MONTEVIDEO 813, STATE A-1178

1. CAO GIBBONS DISCUSSED WITH IMPRESARIO SZTERENFELD MARCH 29 POSSIBILITY PRESENTATION ELIOT FELD BALLET IN MONTEVIDEO. FIRST OF TWO MAIN PROBLEMS IS UNCERTAINTY OF DATES AVAILABILITY. OF TWO TENTATIVE DATES ORIGINALLY PROPOSED BY SZTERENFELD: JUNE 9 & 10, AND JUNE 14 & 15 (PENDING ARRANGEMENTS IN BUENOS AIRES). TEATRO SOLIS HAS JUNE 9 & 10 DATES OPEN BUT IS ALREADY BOOKED ON JUNE 14 & 15. SUBSEQUENTLY SZTERENFELD INFORMED CAO THAT 9 & 10 RESERVED FOR BUENOS AIRES COLON THEATER, PROVIDED FINANCIAL TERMS BUENOS AIRES PRESENTATION ARE MET. SZTERENFELD LEFT MARCH 31 FOR WASHINGTON AND NEW YORK AND CANNOT GIVE DEFINITE ANSWER REGARDING JUNE 9 & 10 DATES UNTIL AFTER APRIL 20. ALTHOUGH SCHEDULING SITUATION IS DISCOURAGING, POST WILL MAINTAIN TEATRO SOLIS RESERVATION FOR JUNE 9 & 10 PENDING WORD FROM SZTERENFELD.

2. FINALLY SZTERENFELD OFFERED BALLET FOR TWO PRESENTATIONS ON CONSECUTIVE DAYS AT PRORATED FEE OF \$9,000 (CALCULATED ON BASIS OF \$25,000 WEEKLY FEE). SZTERENFELD EXPLAINED THAT HE DOES NOT HAVE LOCAL REPRESENTATIVE AND WILL NOT TAKE ANY FINANCIAL OR ORGANIZATIONAL RESPONSIBILITIES. HE ACCEPTS BRINGING BALLET TO MONTEVIDEO ONLY WITH DIRECT EMBASSY CONTROL OF PRESENTATION.

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3. FINANCIAL TERMS LEAD TO SECOND MAIN PROBLEM. REALISTIC APPRAISAL

OF LOCAL FINANCIAL SITUATION RULES OUT ANY POSSIBILITY OF COVERING FEE THROUGH TICKET SALES WITH MAXIMUM SALES BENEFITS ESTIMATED AT \$4,000 FOR TWO PERFORMANCES.

4. IF JUNE 9 & 10 DATES BECAME AVAILABLE FOR MONTEVIDEO, POST REQUESTS DEPARTMENT REPEAT SPECIAL ARRANGEMENT WHEN DEPARTMENT OFFERED PAY FEE FOR SCHEDULING 1973 ALWIN NIKOLAIS BALLET. TO ROUND OUT REQUIRED FEE OF \$9,000 POST WOULD NEED CAST GRANT OF \$5,000. IN VIEW SUBSTANTIAL OUTLAY DEPARTMENTAL FUNDS FOR FELD TOUR, POST URGES CONSIDERATION RELATIVELY SMALL ADDITIONAL EXPENDITURE TO EXTEND PRESENTATION BENEFITS TO CAPITAL CITY OF MONTEVIDEO WHERE LOCAL CULTURAL SOPHISTICATION WULD GIVE PROGRAM SPECIAL IMPACT. FELD'S ORIGINAL AMERICAN CREATIVITY COMBINING CLASSIC AND MODERN CONCEPTIONS SEEMS IDEAL VEHICLE FOR ENHANCING PROJECTION AMERICAN BICENTENNIAL CELEBRATIONS. POST EAGER PRESENT ELIOT BALLET AS MAJOR CULTURAL EVENT OF THE SEASON. COMBINED PERFORMANCES AND LECTUR/DEMONSTRATIONS WOULD BE MOST ATTRACTIVE AND MEANINGFUL PROGRAM TO URUGUAYAN AUDIENCES WHO HAVE NOT SEEN ANY MAJOR U.S. PRESENTATION IN NUMBER OF YEARS.

5. POST REALIZES REQUEST FOR FINANCIAL HELP MAY PROVE FUTILE IN LIGHT SCHEDULING AMBIGUITY BUT WISHES NEVERTHELESS EXPLORE ALL ASPECTS CONNECTED WITH PRESENTATION.

6. DEPARTMENT CABLE REPLY WOULD BE MOST APPRECIATED.
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